



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

April 13, 2004

**MEMBERS PRESENT:** R. Gross, G. Moffat, H. Roper,  
K. Sands, J. R. Smith

**MEMBERS ABSENT:** M. Holmes, M. Reynolds

**OTHERS PRESENT:** Gary Lord, OTBA

**CITY STAFF:** Robert Richardson, City Manager

**STAFF SECRETARY:** Marilyn Hamner-Crout

**TOTAL ATTENDANCE:** 8

**MEETING CONVENED:** 4:00 p.m.

**MEETING ADJOURNED:** 5:45 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Vice Chairman Rod Gross at 4:00 p.m.	
II. Agenda Approval	Review agenda and	No changes were requested.	
III. Public Comment	A time to speak on any	None.	
IV. Approval of March 23, 2004, Minutes	Approval of minutes.	The minutes of March 23, 2004, were approved as submitted.	<b>Motion: Roper/Sands Approved.</b>
V. Fiscal Year 2003-2004 Budget Report		City Manager Robert Richardson reported that EDC funding grants recommended at the March 23 meeting were approved by City Council on April 12. This budget report reflects that approved	
VI. Funding Request	Old Town Business Association—\$12,000	<p>Gary Lord spoke on behalf of the Old Town Business Association with a request for a \$12,000 funding grant. Lord said that the OTBA wants to redesign the current walking tour map and brochure and have it professionally distributed. This funding grant would cover the cost of design, printing, and distribution/restocking the brochure racks at motels/hotels throughout Northern California and the California Welcome Center. Lord agreed to return \$6,400 for the printing if it is found that the prison system can print more cheaply.</p> <p>It was moved to recommend to City Council the approval of a funding grant in the amount of \$12,000 for the development and distribution of a new tour and information brochure.</p>	<b>Motion: Gross/Sands Approval</b>

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Sierra Heritage Magazine—\$5,000	Richardson said the EDC has the option of taking this funding out of fiscal year 2003-2004 or fiscal year 2004-2005. He said he could see a benefit of funding this from the fiscal year 2004-2005 budget, allowing for a carryover from the current budget. He further explained that \$5,000 gets a full-page, color ad, a 24-page removable insert in the September-October 2004 issue and a 5,000 overrun of the insert. The Chamber of Commerce is also advertising at \$5,000. Richardson was asked to take this funding request to the City Council for	
VII. EDC Business	<p>Funding Request Application Revision</p> <p>City Marketing Efforts Update</p>	<p>Gross referred to the draft revision to the Funding Request Application in the agenda packet. There was discussion on the direction the EDC is taking in its economic development endeavors. Richardson said that perhaps some input should be received from the City Council before revising the application. Cosgrove suggested that EDC may want to outline its position on a proposed re-structure and present to Council for its blessing, rather than the other way. It was agreed to set the next meeting at 3:00 p.m. for an hour discussion on EDC's charge and its direction. Richardson said he would like to give this matter a little thought before any presentation to City Council. Moffat said he would like to see "Is this a one-time request?" added to the application. This will be placed on the next agenda.</p> <p>Richardson distributed a copy of the Endurance Capital Committee marketing plan. He added that this formula may work well for City marketing efforts. He reported that numerous revenue dollars are being lost to other locations because the City doesn't have enough hotels/motels. A target goal is to locate businesses in Auburn that will be patronized for the endurance events.</p> <p>Roper distributed an outline of ideas for wholesaling endurance items and the logo. Out of the options presented, it was the consensus of the commission to contract with a company to produce and market the items, with a percentage going to the Endurance Capital Committee.</p> <p>Gross emphasized the importance of getting help from a business attorney in drafting the contract to ensure that control</p>	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
		Smith said that he does not see a marketable item with this current "logo." It was suggested that the logo be reworked a bit before any item marketing decisions are made. Smith said he would work at coming up with some ideas and submit them to	
VIII. Economic Development Commission Reports		None	
IX. Future Agenda Items			
X. Adjournment		Meeting was adjourned at 5:45 p.m. The next regular meeting will be held on Tuesday, April 27, 2004.	